

# CONTRACT



**WHIO-TV**  
**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(855) 333-2676**

And:

**Midwest Communications & Media**  
**49 South Grant Avenue**  
**Columbus, OH 43215**

<u>Contract / Revision</u> 175071 /		<u>Alt Order #</u>
<u>Product</u> HD 43 2016		
<u>Contract Dates</u> 10/31/16 - 11/07/16		<u>Estimate #</u>
<u>Advertiser</u> Pol/J Rezabek/OHROC/OH-A		<u>Original Date / Revision</u> 10/28/16 / 10/28/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHIO-TV	<u>Account Executive</u> Michelle Teska	<u>Sales Office</u> Dayton Local
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 4641		<u>Advertiser Ref</u> 59831

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WHIO	10/31/16	11/07/16	M-Su 11p News	11p-1135p		:30			P-05		NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/31/16	11/06/16	MTWTFSS				3	\$1,500.00					
	Week:	11/07/16	11/13/16	M-----				1	\$1,500.00					
N 2	WHIO	10/31/16	11/07/16	Daybreak Edition 430a-5a	430a-5a		:30			P-05		NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/31/16	11/06/16	MTWTF--				3	\$150.00					
	Week:	11/07/16	11/13/16	M-----				1	\$150.00					
N 3	WHIO	10/31/16	11/07/16	Daybreak Edition 5a	5a-530a		:30			P-05		NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/31/16	11/06/16	MTWTF--				3	\$450.00					
	Week:	11/07/16	11/13/16	M-----				1	\$450.00					
N 4	WHIO	10/31/16	11/07/16	M-F 9a-10a	9a-10a		:30			P-05		NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/31/16	11/06/16	MTWTF--				3	\$300.00					
	Week:	11/07/16	11/13/16	M-----				1	\$300.00					
N 5	WHIO	10/31/16	11/07/16	NewsCenter 7 @ noon	12p-1230p		:30			P-05		NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/31/16	11/06/16	MTWTF--				3	\$1,000.00					
	Week:	11/07/16	11/13/16	M-----				1	\$1,000.00					
N 6	WHIO	10/31/16	11/07/16	NewsCenter 7 6p	6p-630p		:30			P-05		NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/31/16	11/06/16	MTWTF--				3	\$1,500.00					
	Week:	11/07/16	11/13/16	M-----				1	\$1,500.00					
N 7	WHIO	10/31/16	11/07/16	M-F 7p-730p	7p-730p		:30			P-05		NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/31/16	11/06/16	MTWTF--				3	\$1,200.00					
	Week:	11/07/16	11/13/16	M-----				1	\$1,200.00					
N 8	WHIO	11/05/16	11/05/16	NewsCenter 7 Sa	6a-7a		:30			P-05		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					

(\* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!

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**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(855) 333-2676**

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<u>Advertiser</u> Pol/J Rezabek/OHROC/OI		<u>Original Date / Revision</u> 10/28/16 / 10/28/16

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/31/16	11/06/16	-----1-				1	\$200.00						
N 9	WHIO	11/05/16	11/05/16	NewsCenter 7 Sa 8a	8a-10a		:30			P-05		NM	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/31/16	11/06/16	-----1-				1	\$700.00						
N 10	WHIO	11/05/16	11/05/16	CBS This Morning Sa	10a-12p		:30			P-05		NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/31/16	11/06/16	-----1-				1	\$600.00						
N 11	WHIO	11/05/16	11/05/16	NewsCenter 7 Noon S	12p-1230p		:30			P-05		NM	1	\$175.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/31/16	11/06/16	-----1-				1	\$175.00						
N 12	WHIO	11/06/16	11/06/16	CBS Su Morning	9a-1030a		:30			P-05		NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/31/16	11/06/16	-----1				1	\$800.00						
N 13	WHIO	11/06/16	11/06/16	WHIO Reports	1130a-12p		:30			P-05		NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/31/16	11/06/16	-----1				1	\$200.00						
Totals								0.00						34	\$27,075.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/07/16	34	\$27,075.00	(\$4,061.25)	\$23,013.75
<b>Totals</b>	34	\$27,075.00	(\$4,061.25)	\$23,013.75

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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Thank you for your business!

175071

Client: Ohio House Republican Organizational Comm., 2016  
 Product:  
 Campaign: HD 43 2016 TV Buy

## Station Order

Rev #: 1

Flight From: 10/08/2016 to 11/07/2016

Estimate No.:  
 Contract No.:  
 Job No.:

Market: DAYTON  
 Station: WHIO  
 Station Contact:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross Rate/ Total	Oct 31	Nov 07	Total Spots	DMA HH (R)	DMA P 25-54 (R)
1	MTWRFSSu 11:00P-11:35P	LN 15	NEWS CENTER 7	\$1,500.00 \$6,000.00	3	1	4	11.2 \$133.93	5.5 \$272.73
2	MTWRF-- 04:30A-05:00A	EM	DAYBREAK EDITI	\$150.00 \$600.00	3	1	4	3.9 \$38.46	2.2 \$68.18
3	MTWRF-- 05:00A-05:30A	EM	DAYBREAK EDITI	\$450.00 \$1,800.00	3	1	4	6.3 \$71.43	3.9 \$115.38
4	MTWRF-- 09:00A-10:00A	DT 15	LIVE W KELLY	\$300.00 \$1,200.00	3	1	4	9.6 \$31.25	3.8 \$78.95
5	MTWRF-- 12:00P-12:30P	NN 15	NWSCENTER NOON	\$1,000.00 \$4,000.00	3	1	4	16.1 \$62.11	4.9 \$204.08
6	MTWRF-- 06:00P-06:30P	EN 15	NWSCENTER 6	\$1,500.00 \$6,000.00	3	1	4	20.2 \$74.26	9.5 \$157.89
7	MTWRF-- 07:00P-07:30P	PA 15	WHEEL OF FORTN	\$1,200.00 \$4,800.00	3	1	4	13.5 \$88.89	7.2 \$166.67
9	-----S- 06:00A-07:00A	WE 15	NWSCNTR7SAT 6A	\$200.00 \$200.00	1	-	1	5.9 \$33.90	2.9 \$68.97
10	-----S- 08:00A-10:00A	WE 15	NWSCNTR 7 SAT	\$700.00 \$700.00	1	-	1	9.2 \$76.09	4.3 \$162.79
11	-----S- 10:00A-12:00P	WE 15	SAT ER SHW-CBS	\$600.00 \$600.00	1	-	1	9.7 \$61.86	3.4 \$176.47
12	-----S- 12:00P-12:30P	WE 15	SAT 12P NEWS	\$175.00 \$175.00	1	-	1	8.9 \$19.66	2.4 \$72.92
13	-----Su 09:00A-10:30A	WE 15	SUNDAY MRN-CBS	\$800.00 \$800.00	1	-	1	10.5 \$76.19	4.4 \$181.82
14	-----Su 11:30A-12:00P	WE 15	WHIO REPORTS	\$200.00 \$200.00	1	-	1	4.3 \$46.51	1.0 \$200.00
				\$27,075.00	27	7	34		

290.9

80.8

## Monthly Totals

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Nov	34	371.7	\$27,075.00	\$72.84
	34	371.7	\$27,075.00	\$72.84

## Comments

Campaign Remarks:

Advertiser: Ohio House Republican Organizational Comm., 2016  
Campaign: HD 43 2016 TV Buy

**Station Order**  
DAYTON - TV

Station: WHIO

Comments

Paid for by OHROC